



Design Elements, Color Fundamentals: A Graphic Style Manual for Understanding How Color Affects Design

Aaris Sherin

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Color is an integral part of any design solution. *Design Elements, Color Fundamentals* is an essential resource for designers who want to create memorable design and successfully communicate with their audience. It is the second book in Rockport's Design Elements series, which focuses on the core elements of design.

With this book, designers will:

- Learn how to effectively communicate with color and integrate color with type and image to affect meaning and create order
- See how known pairings and selection methods can be used in real-world projects
- Explore hundreds of visual examples, illustrating how effective color combinations can be applied to any project, across media, and in diverse, cultural, and geographic situations
- Realize the basic tenets of color theory as it is broken down into clear and actionable directives
- Uncover tips and techniques for using color in client-based design work

Discover the basic rules for working with color as well as when it's OK to break the rules with *Design Elements, Color Fundamentals*!

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